



Jamming with Jen



We are already heading into February. I cannot believe it. It seems like July 1, 2024, was just a few weeks ago. With that said, we have about five months left in the year. In the next five months, what are you planning on doing to finish the year strong? With myself and the rest of the Fab Four, we are doing several things:

1. Revisiting the District Success Plan. Anything we need to change so we can finish out the year strong? Similarly, your club should be doing the same with your Club Success Plan. Did you want to have that Open House back in October, but didn't? What stopped that? What does your club need to do to make it happen?

2. Succession planning. While we do not know who the incoming FabFour is yet, we as a Quad are starting that succession planning. Planning out for the next few months past July 1, 2025 so that the incoming Fab Four aren't scrambling to get situated the first few months. Similarly clubs can have succession plans in the works, so when July 1 comes, it happens smoothly. Utilize your Immediate Past Presidents.





Jamming with Jen



District Leadership Committee (DLC)

Want to have some input in vetting our leaders for next year? Our DLC chair is looking for members to help vet out the future leaders of our District. These leaders they interview include those on the Fab Four and our Division Directors. If you want to be part of the team or have more questions, reach out at

dlc@district31.org.

[Come join the team!!](#)





Learn and Be Curious with Veera



Winter COT

In-Person Club Officer Case Study Bowl

Come along with your fellow club officers to participate in a case study and presentation.

The in-person training for the winter will take place at 185 Wyman St., Waltham, MA 02451, USA

Note: Breakfast/Snacks to be provided to those who attend the club officer training session

The link to register can be found through:

<https://www.zeffy.com/en-US/ticketing/district-31-toastmasters-in-person-winter-club-officer-training-waltham>





Learn and Be Curious with Veera



Winter Club Officer Training: Save The Dates: Learn and Be Curious

<https://district31.org/cot-second-round-training-2024-2025/>

Virtual Club Officer Training – Peer Sessions

- February 7th, 12-1 pm: [Registration Link](#)
- February 13th, 7-8 pm: [Registration Link](#)
- February 15th, 10-11am [Registration Link](#)

Virtual Club Officer Training – Electives

- February 4th 12-1pm: Slack 101: [Registration Link](#)
- February 12th, 12-1pm:- Club Success Plan [Registration Link](#)
- February 13th, 8-9pm: Leading the Club to Success : [Registration Link](#)
- February 15th, 9-10am: Canva Tutorial for beginners: [Registration Link](#)
- February 21st, 12:30-1:30pm: Quality Club Meetings : [Registration Link](#)
- February 25th, 12 pm – 1 pm: Marketing: [Registration Link](#)
- February 27th, 12 pm – 1 pm: Creating a Quality Club : [Registration Link](#)





Learn and Be Curious with Veera

CLCON 25 : <https://conference.district31.org/>

District 31 Toastmasters

CLCON 25

May 2nd, 3rd, 4th

The Westin Waltham



New Year Deal Ending soon : January 1st to January 31st : New Year Deal \$100

<https://unipaygold.unibank.com/transactioninfo.aspx?TID=33964>

Speech Contest Deal : February 1st to March 31st : \$125

<https://unipaygold.unibank.com/transactioninfo.aspx?TID=33964>





Learn and Be Curious with Veera

Call For Presenters

District 31 Toastmasters
CLCON 25
May 2nd, 3rd, 4th
The Westin Waltham



CALL FOR SPEAKERS FOR EDUCATIONAL SESSIONS

District 31 (D31) Toastmasters is inviting speakers to present at District 31 Communication and Leadership Conference (CLCON) 25, the district's annual conference held May 2nd, May 3rd, May 4th 2025. Our theme is "The Power of You - Persistent Imagination" to identify and bring out the immense power each one of us has to achieve the dreams and goals that we set. As one of our educational session presenters, you will be a key contributor to the success of our conference.

RSVP:

https://docs.google.com/forms/d/1GJyX8f_ddkRHRqHmijZ8wh3hKj9qOiAgfDS3qnE895E/edit?ts=67029242

The proposal should be submitted at this link before **February 15th 2025**.



CALL FOR SPEAKERS FOR EDUCATIONAL SESSIONS

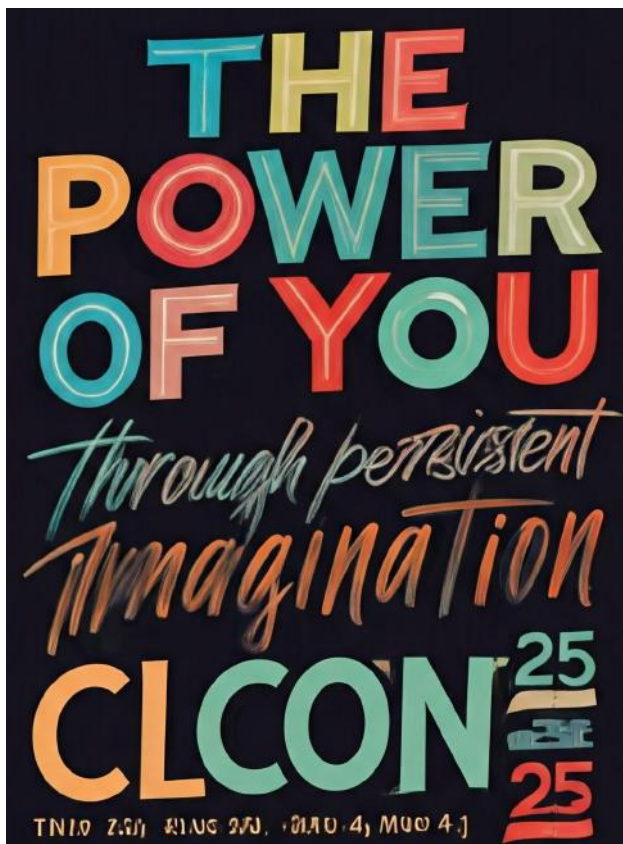
- District 31 (D31) Toastmasters is inviting speakers to present at District 31 Communication and Leadership Conference (CLCON) 25, the district's annual conference held May 2nd, May 3rd, May 4th 2025. Our theme is **"The Power of You - Persisted Imagination"** to identify and bring out the immense power each one of us has to achieve the dreams and goals that we set. As one of our educational session presenters, you will be a key contributor to the success of our conference.
- The proposal should be submitted at [this link](https://docs.google.com/forms/d/1GJyX8f_ddkRHRqHmijZ8wh3hKj9qOiAgfDS3qnE895E/edit?ts=67029242) before February 15th 2025.





Learn and Be Curious with Veera

CLCON 25 Logo Contest



- **Thank you to DTM Sara Adair, TM Dave Gilman, and DTM Veera Sriram for submitting an entry for the CLCON 2025 T-shirt contest.**
- Call to bring your artistic talents to District 31 by designing this year's district conference, CLCON 2025 T-Shirt logo. Design due February 15th.
- Enter your design in the T-Shirt logo design contest. If you win, your logo will be featured on the CLCON T-Shirt and other conference branded items given out during the conference, and you'll win Toastmasters swag!

Below are the guidelines for the contest

Please send your design to conferencechair@district31.org by February 15th.

- Please include CLCON 2025, "The Power Of You – Persisted Imagination" in your design.
- Your design can be any size and shape. You can draw it in any color.
- Final design on the T-Shirt will be white
- T-Shirt will be Toastmasters blue color.





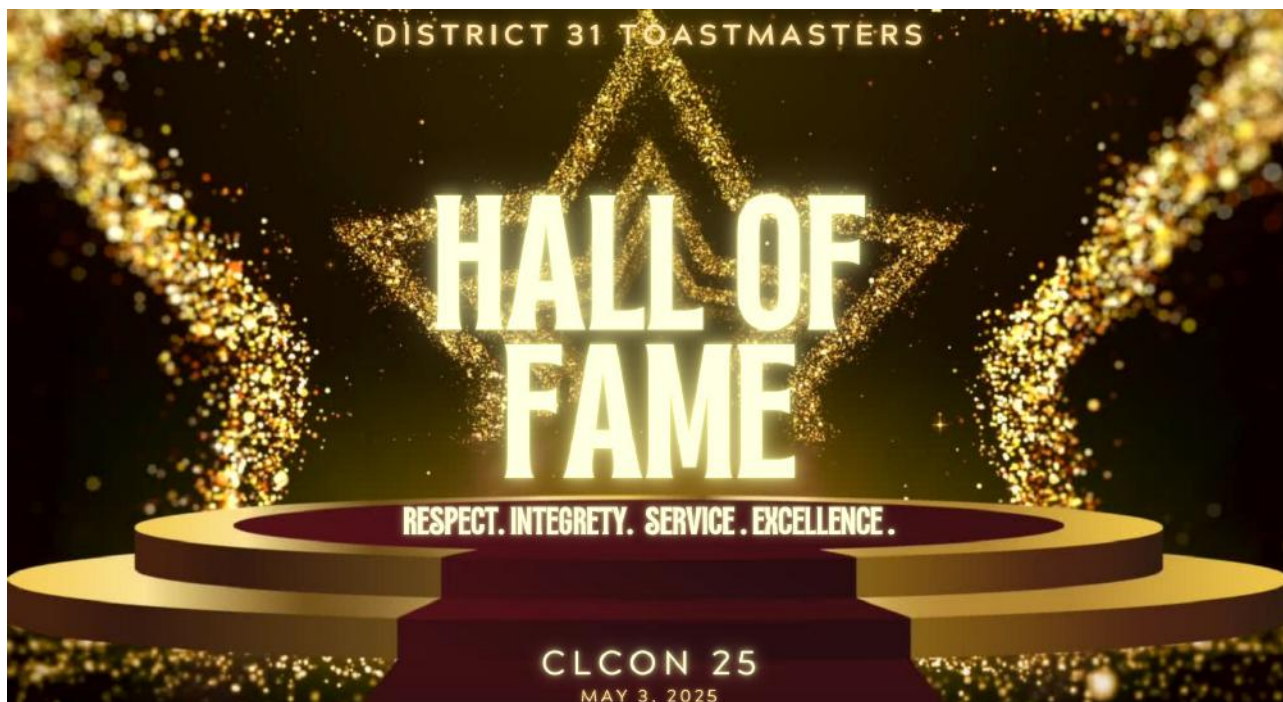
District 31 Newsletter

Review of January, CLCON, Resources, Club and Member Features

January 2025

Learn and Be Curious with Veera

Hall Of Fame



Gala Night





Learn and Be Curious with Veera

Speech Contests



CLCON 25 Sponsorships

We are targeting to raise \$15,000 via Sponsorship

- Please help us with hot leads
- We thank our Silver Level sponsor: Dassault Systemes
- We thank our Bronze Sponsor: Nuss Corporation

Speech Contest

- **Due Dates**
- Please mark your calendars with the due dates for speech contests. The exact contest type in addition to the International Speech contest will be announced in the September edition of the Newsletter.
- February 14th will be the last day for the Club Contest.
- Between February 15th to March 15th the Area Contest will be scheduled.
- Between March 16th to March 31st the Division Contest will be scheduled.





Learn and Be Curious with Veera

Speech Contest Rulebook:

- Please review the updated Speech Contest Rulebook, and organize a successful speech contest.
- Please do not assume rules, always review this book while answering questions regarding speech contests.
- <https://www.toastmasters.org/resources/2024-2025-speech-contest-rulebook>



**SPEECH CONTEST
RULEBOOK**
JULY 1, 2024 TO JUNE 30, 2025





Christian's Clubhouse

Club Anniversaries

Anniversaries

3rd Anniversary Share the Spark **Chartered 02/14/2022**

18th Anniversary AbbVie Bioresearch Toastmasters **Chartered 02/26/2007**

9th Anniversary Shrewsbury Toastmasters **Chartered 02/16/2016**

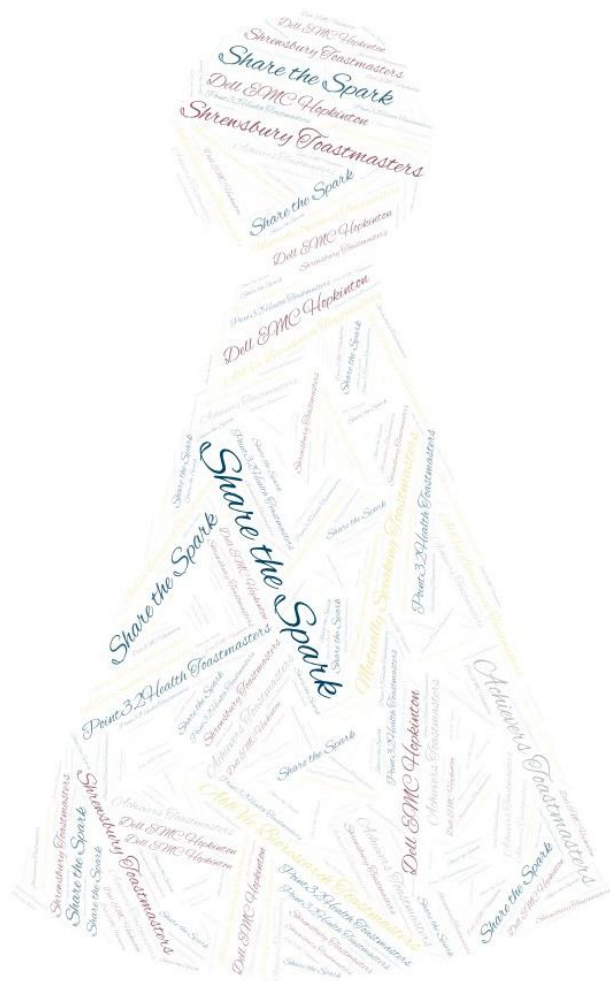
46th Anniversary Achievers Toastmasters Club **Chartered 02/01/1979**

19th Anniversary Point32Health Toastmasters Club **Chartered 02/07/2006**

28th Anniversary Mutually Speaking Toastmasters Club **Chartered 02/01/1997**

Milestone Anniversaries

20th Anniversary Dell EMC Hopkinton **Chartered 02/01/2005**





Christian's Clubhouse

Have your Company pay for your Toastmasters Membership



Did you know that your employer may pay or reimburse your Toastmasters membership, even if you don't have a Toastmasters club? Contact the right people inside of your company and frame your membership as a professional development opportunity that benefits both you and the company. Here are some suggestions on how to approach your company for financial support of your Toastmasters membership.

Prepare

- **Find company policy on continued education:** If available, review information on educational assistance or reimbursement programs.
- **Identify your goals:** Determine what specific skills you will develop through Toastmasters, such as improved communication, leadership, or confidence and how this relates to your job requirements. Think about the educational projects that focus on topics such as meeting management, leadership development, and effective presentations that are applicable to you.
- **Know the costs:** \$60 every six months, plus a new member fee of \$20 for other employees that are not Toastmasters. Many large companies offer educational perks to attract talent and encourage professional growth. Some companies may have unused funds that can be redirected to professional development.





Christian's Clubhouse

Contact

It's common to start by contacting **1. HR** or **2. Your Manager** to explore the possibilities of paying or reimbursing Toastmasters fees. It is important to note that different companies will have different procedures. Some may have formal programs in place, while others may require you to build a case from the ground up. So preparation is important.

Make your case

Once you have determined who to contact within the company

- **Schedule a meeting**

Request a formal meeting with your contact to discuss funding or reimbursing professional development education outside of the company. Make the contact concise with a clear meeting purpose.

- **Meet and present your case:**

- Clearly explain how Toastmasters will benefit your company. If your employer has previously funded educational opportunities, show how Toastmasters aligns with those.
- Draw on the goals that you identified during your preparation and highlight the value of improved communication, presentation and leadership skills that Toastmasters will help you build.
- Point out the educational program that a Toastmasters membership includes and the weekly or bi-weekly practice that meetings offer.

- **Address concerns:**

- Be prepared to explain the time commitment, how you'll manage your work commitments while participating in Toastmasters, and the education value for the cost.
- Companies typically spend thousands of dollars for workshops that only last a couple of days, and employees do not get to routinely practice the skills afterwards. Let your contact know that Toastmasters provides education and a venue to practice presentation and leadership skills consistently.
- Inquire if there are grade or attendance requirements and discuss how you can track this with them.





Christian's Clubhouse

Follow Up

Ensure you understand all stipulations, such as who pays the bill, reimbursement procedures, and any requirements to stay with the company for a specific time after the program.

Stay in touch with your contact until a 'yes' or 'no' decision is made to fund your Toastmasters membership. Be persistent, asking for decision timelines if none are discussed. Follow up communication can include additional benefits to the company that a Toastmasters membership delivers. This will get a conversation going again.

Please let us know (fabfour@district31.org) if you have asked your company to fund your Toastmasters membership using this approach or if you belong to a club outside of your company that your company already funds. Your story could be a future newsletter article!

Tips on Advertising your Open House



To maximize attendance at an open house, it's important to utilize a variety of advertising channels and strategies. Here are some recommended best practices that JP Toastmasters and Northshore Toastmasters used in their recent open houses:





Christian's Clubhouse

Tips on Advertising your Open House (Cont.)

1. Leverage Member Networks: One of the most effective methods is to encourage members to invite friends—also see the [plus-one pledge](#). Personal invitations often carry more weight and can result in higher turnout.

2. Update your Website: Ensure your website has current and accurate information about your Open House. This serves as a reliable source of information for those interested in learning more. If you don't have a website, look into getting a [FreeToastHost Website](#).

3. Use Email Marketing: Send emails to current **and past members**, encouraging them to bring guests, too. A *well-maintained email list in FreeToastHost* is a valuable asset for targeted outreach. Consider sending emails out through FreeToastHost directly to these lists.

4. Utilize Social Media

- *Post on your club's Facebook page.* While not all posts will gain widespread visibility, they can reach your existing followers and those who are actively searching for relevant topics.
- *Share posts in local Facebook groups.* This expands your reach to people who are already part of the community and interested in local events.
- *Encourage members to share posts* on their personal social media accounts. This can further broaden your reach through their personal networks.

5. Don't Forget Traditional Advertising

- *Post printed flyers in local areas* such as libraries, cafes, grocery stores, and co-working spaces. This can capture the attention of people while not online.
- *List your open house in local newsletters.* This helps your reach.
- *Use a tool such as [Canva](#)* to make flyers and include a QR code on the flyer to provide quick access to your website or social media that's advertising the event. You can open a Canva account for free and there are free QR code generators, including in Canva. Just do a search.





Christian's Clubhouse

Tips on Advertising your Open House (Cont.)

6. Manage Expectations Around Refreshments: Be clear about what refreshments you are providing to avoid attracting people who are only interested in free food. For example, Northshore Toastmasters chose to use the word "refreshments" rather than "pizza party" in their promotions to avoid attracting those that attend the meeting only for a free dinner!

7. Implement an RSVP System: Using an RSVP system, such as a [Google form](#), to collect responses can assist with food planning and help you gauge interest. It also allows you to reach out to attendees before the open house to answer questions and solidify their attendance. You can post a link to the form on your website, social media, and through your emails.

Examples of Clubs Using These Best Practices

—**JP Toastmasters** utilized a combination of strategies including updating their website, posting on Facebook, distributing flyers, and advertising in a local newsletter. Printed flyers were available at a meeting before the open house for members to take and distribute in their local areas. They found that member referrals were particularly effective, but Facebook posts also brought in attendees.

—**Northshore Toastmasters** used social media, email marketing, and an RSVP form. They were also very intentional about not mentioning "pizza" in their outreach in order to avoid attracting people who would come only for the food and leave.

Try all or some of these best practices to promote your open house event. Please let us know (fabfour@district31.org) which methods are working for you and if you have any other suggestions, and make sure to take advantage of the open house incentive later in the newsletter.





Christian's Clubhouse

Dues are Due

The next Toastmasters renewal period starts **April 1st**. That's only about two months away. Consider renewing now for the next six months or one year so you don't have to remember to renew as the deadline approaches and help your club earn on-time membership renewal points in the distinguished club program!

If your club has eight or more members renew early, you'll be entered to into a raffle to **win a club Pizza Party or gift certificate**. This term, we are increasing the incentive to renew earlier (see incentive below)!

Renew Dues Online



Keep building your communication skills and evolving through your learning experience! Click the button below to renew your Toastmasters membership. Refer to the [Renewal Dues FAQ](#) page if you need further instruction.

Renew membership

To renew by self-pay, please take a minute now to:

1. Log into your Toastmasters International account
2. Visit the self-pay webpage
3. Click "Renew membership"
4. Select the club(s) you want to renew and then click "Save and continue"
5. Select the the renewal period under Membership Selection and then click "Checkout."
6. Fill in your credit card information and then click "Submit Payment."





Christian's Clubhouse

Membership Incentives

Early Renewal Pizza Party

Early Renewal Incentive

Have at least **8 members renew** and be entered into a raffle to win:

- Pizza party at your club delivered by District leadership or
- \$25 Toastmasters Store gift certificate
- 10 clubs will win

New
Renew 8+ members by

- **March 1st** and **earn 2** raffle entries
- **March 15th** and **earn 1** raffle entry

The early renewal incentive has been expanded this renewal term!

If your club completes at least 8 member renewals your club will be entered into a raffle to **win a pizza party or \$25 gift certificate**. Renew 8 or more by

1. **March 1st** and your club will receive **2 entries** into a raffle
2. **March 15th** and your club will receive **1 entry** into a raffle

10 clubs will win and your club can choose the award. If choosing a pizza party, club officers provide a member count that will attend the party, propose a date and a **district leader will deliver a pizza to your club** and party with you 🎉😊!

Winners will be announced at the District 31 Quarterly awards following the April renewal period deadline.





Christian's Clubhouse

50 for 5

50 FOR 5

- **Clubs with a base less than 20 members**
- **Add 5 new, dual, or reinstated members within a quarter**
- **Earn a \$50 Toastmasters International store gift certificate**

Is your club having difficulty getting the membership base above 20 members? It's the perfect time to grow your club's membership, and get rewarded for your membership building initiatives! Followup with those find-a-club inquiries, invite friends, colleagues or relatives to meetings, demonstrate the value and fun of your meetings, and watch how your guests want to become members.

Reward your club and new members with some new items from the Toastmasters international store

- For clubs with a base less than 20 members
- Add 5 new, dual, or reinstated members within a quarter will earn a \$50 Toastmasters International store gift certificate

Join past winners or the past quarter winners

Quarter 1:

- Westford Expressions Club
- Ocean State Club
- Speak Up Cambridge

and be recognized at the District 31 Quarterly Recognition ceremony.

What can you do to help recruit new members? Try running an open house, see the article above on advertising tips and take advantage of the Open House Reimbursement incentive.





Christian's Clubhouse

Open House Reimbursement



The New Year is upon us, and we are setting goals to improve in many ways. For some this may include overcoming the anxiety of public speaking, improving presentation skills or gaining leadership experience. This is the perfect time to run an open house to show how your toastmasters club can help with all of these goals! The District is here to support your open house.

1. Run an open house
2. Save receipts and label refreshments, or media purchased specifically for the open house
3. Save an agenda from the event
4. Submit the receipts and agenda to the Fab Four fabfour@district31.org
5. The Fab Four will issue a Concur account to apply for reimbursement
6. District 31 will reimburse the club up to \$50

Please contact fabfour@district31.org for reimbursement. Happy Open House'ing!





Christian's Clubhouse

Start a Club Initiative



Know a company or community that could benefit from a Toastmasters club? Has someone been asking about how to form one? We're here to support them and you can **earn up to \$100 of Toastmasters International store gift certificates** by referring them. Here's how it works:

1. Refer a contact at a company or in a community that wants to start a Toastmasters club to **Christian at cgd@district31.org**.
2. If the contact leads to the district doing a demo meeting, you earn a **\$25 Toastmasters International store gift certificate**.
3. You have the first option to sponsor and mentor the new club.
4. If the club charts, you will earn an additional **\$75 Toastmasters International store gift certificate**.

That is \$100 worth of total gift certificates. Think of all the great Toastmasters Swag you could win for yourself or your clubs. Start referring those new club contacts today.





Christian's Clubhouse

District 31 Advanced Clubs



You may have joined District 31 on October 26th and the District 100 Year Expo and participated in the Advanced Club morning workshops, or perhaps you missed the event. The good news is that you can join a District 31 advanced club meeting to experience how an advanced club can help you **bring your speaking and leadership skills to the next level.**

Here is the upcoming schedule of the next meetings for all the District 31 Advanced Clubs in the month of January. Click on the club name to link to each club's home page for more information on how to join a meeting:

[AccelOrators Advanced Toastmasters Club](#) – Thursday, February 6, 7-9 PM

[Seven Hills Advanced Toastmasters](#) – Tuesday, February 4, 5:30-7 PM

[Advanced Orators Toastmasters Club](#) – Monday, February 10, 7-9 PM

[Advanced Articulators of Andover](#) - Tuesday, February 11, 7-8:30 PM

[Advanced Access Toastmasters Club](#) - Tuesday, February 18, 6:50-9 PM





Christian's Clubhouse

District 31 Advanced Clubs Cont.

Please visit the clubs websites to verify meeting times (they may change around the holidays) and to inquire about additional meetings during the month.

For more details about each of the advanced clubs and advanced clubs in general, check out the [District 31 advanced club website](#).

District Open Houses



District open houses are coming back this year! We are planning In-person open houses around the district

The District facilitates and advertises these

Clubs run, guest visit or joint participating clubs

Clubs will team up and work with the district to put on a great meeting for guests that will inquire about attending your club meetings in the future.

Two events are currently planned:

1. **March 31**, Roslindale, MA
2. **May 2**, Waltham/Lexington, MA Area

We would also like to hold an event in the **North Shore, South Shore/RI**, and in the **western edge of the district towards Worcester**. Please see the contact information below if you would like to participate or have a venue that the District could use. The following FAQ answers below may answer common questions:





Christian's Clubhouse

District Open Houses FAQs

1. Will the district cover event expenses?

Yes, the district will cover all expenses for the event, including refreshments, supplies, decorations, etc. We just ask club members to help run the event.

2. When similar events have occurred in the past, what were the outcomes?

A couple of District open houses were run last year. The format differed, though. The district ran the event and requested volunteers from in the local area to participate in roles. There was no promotion of specific clubs. If members showed up from other clubs they had the opportunity to network with guests. There were no followup surveys with guests, so we do not have statistics on guests.

3. How many guests do you expect at the event? How many clubs generally participate?

We don't know, since this is the first time the district is using this format. Guests participation will depend on how well we advertise, the theme/speakers connecting with guests. Clubs will organize these aspects of the meeting, and the district will work with the clubs to facilitate implementation. Club participation will depend on how many clubs would like to help organize and run the event.

4. If this event is to attract more guests to multiple clubs, which clubs typically retain these guests as potential members? We are concerned about all clubs mutually benefiting from the collaboration.

That is a legitimate concern if there are multiple clubs trying to attract guests. Clubs will have an opportunity to provide guests with a mission statement or synopsis about the club. How that is built into the events will be up to the organizing clubs. Guests will be encouraged to visit multiple clubs to determine which one is the best fit for them. An analogous event was the district 100 Year event held at the end of October, where Advanced clubs collaborated in the morning to put on workshops. All clubs promoted themselves, and encouraged guests to visit each of their clubs.





Christian's Clubhouse

District Open Houses FAQs Cont.

5. How would I turn this into an upper-level Pathways project. Can you give more details on what specific projects you mean?

Please see the events section of this District 31 webpage for ideas:

<https://district31.org/2023-2024-public-relations-projects-jobs/>

6. Would this event happen at a specific time of day or day of the week?

We are surveying interested clubs to gather more information, including the month, time and day of the week.

If your club is **interested in participating** in an open house, or if you **have a venue that we can use to host an open house**, please contact Christian at cgd@district31.org.





Christian's Clubhouse

The Club Growth Team



The club growth team leads the district effort to bring new clubs into the district and helps existing clubs gain and retain members by running fun and engaging meetings.

Join the Club Growth Leadership Team

The club growth team is looking for someone who likes using the phone to communicate with members or guests in your Toastmasters club or at work and would like to help others become more comfortable on the phone:

Phone Out-Reach Chair

- Works with the District Marketing Chair with focus on phone outreach.
- Contacts prospective corporations that should have a club by phone.
- Assists with district phone training

Candidate Background: Experience in phone sales, managing a phone sales team, and/or likes talking to people.

If you would like to join the team, please **contact Christian at**

cgd@district31.org.





Christian's Clubhouse

Earn your DTM

Become a Club Sponsor, Mentor, or Coach

If you're not interested in being a chair, there is also the opportunity to become a **club sponsor, mentor, or coach** and earn **Distinguished Toastmaster (DTM) credit**.



The DTM Toolkit

If you'd like to learn more about earning a DTM, keep a lookout for DTM posts showcasing David Lintz's DTM toolkit on the [district homepage](#) under News and Highlights and on District 31 social media—click on the icons in the footer to visit D31 social media sites. The first posts of several are posted:

The DTM Toolkit Series #1:
Who Wants to Become a Distinguished Toastmaster (DTM)?

- Have you been a Toastmaster for a while now?
- Have you set earning a DTM as one of your Toastmasters goals, but are not sure how to get started on a DTM project?
- If this describes you, check out the DTM Toolkit by clicking on the link in the description or scanning the QR code below



- Inside you will find:
 - **Questionnaires** filled out by the Pathways DTMs describing their projects, and how they selected and executed them, along with their contact information
 - **The DTM Project Manual** put out by Toastmasters International
 - **Suggested projects** that would benefit our District
 - **Interviews** with the Pathways DTMs
 - **Club officer training sessions** on selecting and executing DTM projects and on conducting Lessons Learned sessions

For more information, scan the QR code or contact David Lintz
dlintz@verizon.net



Embarking on the next step in your Toastmasters journey is only a click away

The DTM Toolkit Series #2:
Survey Responses from District 31 DTMs



- Do you have questions about selecting and executing a DTM project?
- See surveys filled out by District 31 DTMs describing their projects.

Check out the DTM Toolkit

For more information, scan the QR code or contact David Lintz
dlintz@verizon.net



Embarking on the next step in your Toastmasters journey is only a click away





Christian's Clubhouse

**The DTM Toolkit Series #3:
Get an Early Start**



**DISTINGUISHED
TOASTMASTER**

Early access the DTM manual: Walk through the entire process of selecting and executing a DTM project

Check out the DTM Toolkit

For more information, scan the QR code or contact David Lintz
dlintz@verizon.net



Embarking on the next step in your Toastmasters journey is only a click away

**The DTM Toolkit Series #4:
Ideas For Your Project**



The DTM Project Spreadsheet contains a list of high priority District 31 projects
• Find an interesting project • Help the district

Check out the DTM Toolkit

For more information, scan the QR code or contact David Lintz
dlintz@verizon.net



Embarking on the next step in your Toastmasters journey is only a click away

**The DTM Toolkit Series #5:
DTM Video Interviews**



Learn from the experiences of others: One-on-one D31 DTM video interviews
• Selecting Projects • Executing Projects • Overcoming Obstacles

Check out the DTM Toolkit

For more information, scan the QR code or contact David Lintz
dlintz@verizon.net



Embarking on the next step in your Toastmasters journey is only a click away

**The DTM Toolkit Series #6:
DTM Project Video Snippets**



Table Topics length D31 DTM project snippets:
Preview first, and then watch the full length interview

Check out the DTM Toolkit

For more information, scan the QR code or contact David Lintz
dlintz@verizon.net



Embarking on the next step in your Toastmasters journey is only a click away

Wondering what to do for your DTM project? The newest post directs you to a spreadsheet of projects that would fulfil your DTM project and a district initiative. Browse projects and select one from the list or use the list to help generate new ideas for a project.

To view the toolkit in its entirety check out the [DTM toolkit](#) for ideas and resources to get started.





Christian's Clubhouse

Help with Demo Meetings



When clubs express interest in chartering, District 31 members help to put on an introductory demonstration meeting. This is not only a good opportunity to help a new club become successful, it is also an opportunity to do a meeting with a club that you might be considering sponsoring or mentoring in the future.

Please contact Christian at cgd@district31.org if you are interested in any of these positions

Club Outreach Co-Chairs

Club officers may have seen an email last month from Club Outreach Co-Chairs Jeanne Cox, Ginny Layton-Leal, and Peter Swan. The club Outreach Co-Chairs periodically reach out to clubs to:

1. Provide you with information about current district events and deadlines.
2. Ask if your club needs district support.
3. [Provide feedback](#) to the district on clubs in need of support
4. Work together with district leaders (Fab Four, Area and Division Directors) to provide support

When you see a future email from them, please let them know if your club needs support, or has feedback for the district. .





Christian's Clubhouse

Calling for club social media sites



If your club has a social media site that you'd like to feature on District 31 sites, please send the URL to fabfour@district31.org with the **name of your club** and **the Social Media Link**.

Check out the [current list of D31 club links](#).





Shining the Light in D31

Club Close-up



District 31

Club Close-up



Toast Wizards

Episode #20

The Club Close-up series has been on a hiatus and is back with the remaining episodes for the new year! In episode 20 of Club Close-up, we interview the Toast Wizards Toastmasters, a corporate club in Cambridge, MA. You'll learn about club operations, learn from officers and take away tips and best practices that you can bring back to your club!

Find out unique aspect of the club and why you should attend a Toast Wizards meeting; planning and organization for club success, and how the club helps members meet goals, including encourage members to give pathways speeches. Learn about membership and recruiting, the interaction with other resource groups within the company, how to welcome guests and follow up with them and so much more valuable information in this episode of the District 31 Club close-up series. Make sure to check it out! ☺ ☺

Toast Wizards District 31 Club Close-up || Ep 20

<https://youtu.be/yaLK8Akqn6M>





Shining the Light in D31

Promoting Speech Invaders: Tips for Marketing Your Toastmasters Club

Speech Invaders is a unique Toastmasters Club, as it is not only the official club for Waters Corporation, a laboratory equipment and software company with headquarters in Milford MA, but also open to the public. In fact, membership in the club is currently about half Waters employees and half public members. You may ask, "How did they manage to attract so many people both inside and outside the company?" In this article, we will share our marketing tips so you too can gain new members for your club.

Attracting Waters Members

1. Waters Sponsorship

One important aspect of Speech Invaders is the support of the company. Waters subsidizes membership to Toastmasters, paying the international dues of all permanent employees as part of their trainings. Some managers have referred their employees to Toastmasters, while coworkers encourage each other to join.

2. Open House

A major event in the Speech Invaders calendar is our Open House. This extended meeting allows guests to experience a Toastmasters meeting and decide if the club is right for them. To attract employees, we utilized the internal communications platform "Inside Waters", which appears as the homepage of all browsers installed on Waters computers. We also use an events channel within Microsoft Teams where any employee can post information about upcoming special events happening in the office. Finally, we placed small, printed posters on the tables and refrigerators in break rooms, so anyone grabbing coffee would know about the event.

3. Meeting Space Flexibility

Waters employees work in-person and remotely with many choosing a hybrid work option. Thanks to this flexibility, our meetings are also hybrid. We schedule video meetings on Microsoft Teams many weeks in advance and share the link with all members and guests. Our conference room is set up with state-of-the-art video and audio equipment, allowing remote attendees to see and hear all that happens during the meeting. A screen at the front of the room shows the faces of virtual attendees, allowing them to participate in any role.





Shining the Light in D31

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4. Active Email Communication

To remind members and regular guests about the meeting, we send out email invitations at least twice a week. Links within the email take guests directly to the meeting agenda and to the Microsoft Teams video meeting. These emails allow us to advertise what roles are open for the week, ensuring that all spots are taken before we get to the meeting. We try to include a fun picture or meme to remind people about an upcoming event, such as paying club dues or a visit by an area director.

Attracting Public Members

We have gotten creative in attracting public members. Many guests come to our website after hearing about the club from a friend or employer, so we try to keep this information up to date. We may have an overhaul within the next few weeks, as we have been actively working on our promotion strategies!

1. Press Release

We recently sent press releases to local newspapers informing people from the area about the club. This publication included a picture of our members and a detailed description of who we are and what we do.

2. Social Media

We launched a LinkedIn page, so business professionals have a way to find out about the club on a platform familiar to them. We aim to build upon this public outreach program by posting frequent updates on our highlights and accomplishments.

3. Effective Email Communications

Just like Waters employees, public members can choose to attend in-person or remotely. Their names are added to the Microsoft Teams video meetings invitation, allowing them to bypass the security protocols set up by Waters IT. Public members and guests are included on the weekly email invitations. We try as much as possible to make the experience of a public member similar to the Waters employee experience.





Shining the Light in D31

Promoting Speech Invaders: Tips for Marketing Your Toastmasters Club Cont.

4. Adherence to Best Practice

Our best practice is to reply as soon as possible to emails inquiring about visiting the club. We have a template of instructions, which include the times of meetings, where to park and enter the building, and dress code. One thing we have been working on is following up with guests to make sure they are invited to become members. Our membership has increased steadily due to these practices.

Conclusion

Speech Invaders Toastmasters Club has many advantages when it comes to marketing. Regardless of what marketing technique we use, we emphasize upon the value it would add for individuals, whether personally or professionally. Our company is quietly supportive of the club, and several of our club officers have backgrounds in marketing and copywriting. However, any club can use these tips to increase awareness in its community and grow membership. We wish you the best as you spread the word about Toastmasters, and we encourage you to share your own tips!





Coffee With Caryl



Pour yourself a cup and get a taste of Coffee with Caryl at caryl31.wordpress.com.

Every week, Caryl explores a new topic or profile, shares best practices and invaluable tips for increasing guests, retaining members, strengthening leadership teams and running high quality meetings. Learn about triumphs (and failures), and fresh perspectives on personal development.

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District 31 Newsletter

Review of January, CLCON, Resources, Club and Member Features

January 2025



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